

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF ENGINEERING  
MID TERM EXAMINATION - OCT 2023**

**Semester :** Semester V - 2021

**Course Code :** MGT2022

**Course Name :** Sem V - MGT2022 - Customer Relationship Management

**Program :** CCS/CIT

**Date :** 30-OCT-2023

**Time :** 9:30AM - 11:00AM

**Max Marks :** 50

**Weightage :** 25%

**Instructions:**

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

**PART A**

**ANSWER ALL THE QUESTIONS**

**(5 X 2 = 10M)**

1. Who are stakeholders?  
(CO1) [Knowledge]
2. What is Cloud CRM?  
(CO1) [Knowledge]
3. What is Mobile CRM?.  
(CO1) [Knowledge]
4. Give the meaning of Customer Relationship Management.  
(CO1) [Knowledge]
5. Give four objectives of CRM.  
(CO1) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**(2 X 10 = 20M)**

6. Give the relevance of CRM in the area of specialization that you have selected in your degree/graduation.  
(CO1) [Comprehension]
7. Explain the concepts of CRM.  
(CO1) [Comprehension]

## PART C

### ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. Take a product or service of your choice, and explain how the customers are exposed to various touch points during the purchase process.

(CO1) [Application]